

Mineral Area Council on the Arts (MACOA)

Logo Design Contest Official Rules

Mission Statement

Mineral Area Council on the Arts is a non-profit community arts organization based in Park Hills, Missouri, with a mission to promote and strengthen the cultural environment in all segments of the area served by Mineral Area College by creating and supporting opportunities for the community to experience the arts and at an affordable cost.

Purpose of Logo Contest

MACOA will be celebrating 30 years of supporting local arts and culture as of September 2020! This is a great time to acknowledge the organization's legacy and a perfect time to improve upon its identity within the community, engage our current constituents, and attract new interest to the organization. To do so, we are inviting community members to design a new logo for the organization that is creative, immediately recognizable, professional, and indicative of MACOA's history and mission.

About Mineral Area Council on the Arts

For 30 years the organization has sought to support local arts, artists, and culture through hosting many events such as concerts spanning multiple genres of music, art exhibits, story-teller events, guest speakers and presentation of diverse cultures, an annual light pole banner competition, and an annual K-12 art show and competition. The 2020-2021 season brings with it a creative writing contest, which is in the works to become another annual event. Please peruse the MACOA website, www.MineralAreaArts.org, and social media pages for more information about MACOA and its history of supporting local arts.

Official Rules

The logo will be used in all media – including online, print, or merchandise, and other visual materials.

- The contest is open only to individuals within the service area of Mineral Area Council on the Arts which includes Iron, Madison, Perry, St. Francois, Ste. Genevieve, and Washington Counties in Missouri. The contest is not open to commercial companies and is not open to members of the MACOA board of directors.
- Individuals are permitted to work in groups; however, only one (1) prize will be awarded regardless of group size.
- Individuals or teams may submit more than one entry. A separate Entry Form must accompany each submission. Each entry must be submitted in a separate email.
- All submitted work must be the original work of the entrant(s) and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.
- Logo should only use the following colors: white, black, plus up to three (3) colors of the artist's choice. The logo may be created using pencils, crayons, markers, paint, or may be created digitally with a computer drawing program.
- The logo must incorporate the full name of the organization, Mineral Area Council on the Arts, and all-encompassing art symbolisms with no emphasis on any one particular field of art.
- The logo may include, but is not required, a tag line indicating the organization's legacy of 30 years supporting the arts. The logo will be used for many years, therefore, the tag line will need to be easily removed from the logo design in the future.
- MACOA reserves the right to modify the winning logo to better fit the needs of the organization.

- All entries will become the property of MACOA. By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to the Board of Directors of MACOA.
- Except where prohibited by law, an entry submission into this contest constitutes permission to use the winner's name, likeness, prize information, and information provided on the entry form for publicity purposes, without further permission or compensation.
- The decision of the Selection Committee will be final. No further correspondence will be entered into.

How to Enter

Entries are being accepted immediately. To enter the MACOA logo design contest, eligible participants must:

- Complete the Official Entry Form.
- Submit a logo design in jpeg or pdf formats. (Original drawings scanned into a pdf file are acceptable.)
- Submit completed entry form and logo design to MACOALogoContest@MineralArea.edu by 11:59 p.m., Sunday, May 31, 2020. Late submissions will not be considered. The winner will be selected and notified by the end of June 2020. Time must be allotted to confirm the winning entry can be registered as a Service Mark.

Selection Criteria

A Selection Committee comprised of the MACOA Board of Directors will evaluate all entries based on the following criteria (though other criteria may be considered):

- **Relevance** – Does the entry represent the full name of the organization and align with the mission and goals of MACOA?
- **Originality** – Does the composition exhibit original design, creativity, and imagination?
- **Aesthetic Quality** – Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design?
- **Color** – The logo design must be limited to black and white plus no more than three additional colors and be suitable for either color or black-and-white reproduction.
- **Size** – The logo design must be easy to use, handle, resize, and manipulate for all reproduction purposes. It should be visually appealing on both small (as small as 2cm x 2cm) and large scales.

The winner will receive a \$200 award. If the winning design is produced by a team, MACOA will award only one prize of \$200. The Selection Committee reserves the right not to select a winner, if in its sole discretion, no suitable entries are received.

Questions may be directed to Scottye Adkins, Executive Director for Mineral Area Council on the Arts, at sadkins@MineralArea.edu or (573) 518-2125.